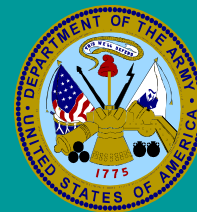


Department of Army Minority College Relations Summit 2001



Mr. Luther L. Santiful
Deputy for EEO Policy



Army's EEO Vision



“The Model Employer with a Diverse and Effective Workforce Founded Upon Equality of Opportunity”

GOALS

A work environment free of unlawful discrimination.

Equal Employment Opportunity institutionalized as an integral part of the Army mission.

A work force reflective of our Nation's diversity.

Army Equal Employment Opportunity professionals are experts in their field.

Equal Employment Opportunity is...

The right of all persons to work or advance on the basis of merit, ability, and potential, free from social, personal or institutional barriers of prejudice and discrimination.

It is the policy of the United States...

*...to have a federal workforce that
is reflective of the nation's
diversity.*

DIVERSITY is...

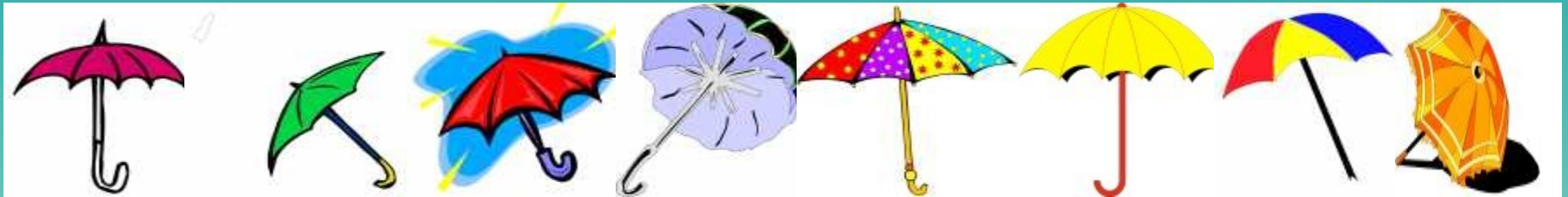
A workforce comprised of individuals from multiple segments of society who work in an environment in which all collaborate to achieve common organizational objectives, while succeeding individually.

The **GOAL** of Diversity is...

To improve the effectiveness of human resources, individually and organizationally, so that all members contribute to their maximum potential.

Diversity Components

The definition of diversity has expanded and become more complex



Mentoring
Gender
Disability
Sexual Orientation
Ed Level
Retention
Affinity Groups
Literacy
National Origin
Race
Religion
Grade
Sex
Age
Physical Appearance
Marital Status
Thinking Styles
Disability
Color
Succession Planning

DIVERSITY



BARRIERS

- Discriminatory Policies & Practices
- Limited Time
- Lack of Leadership Commitment
- Organizational Culture

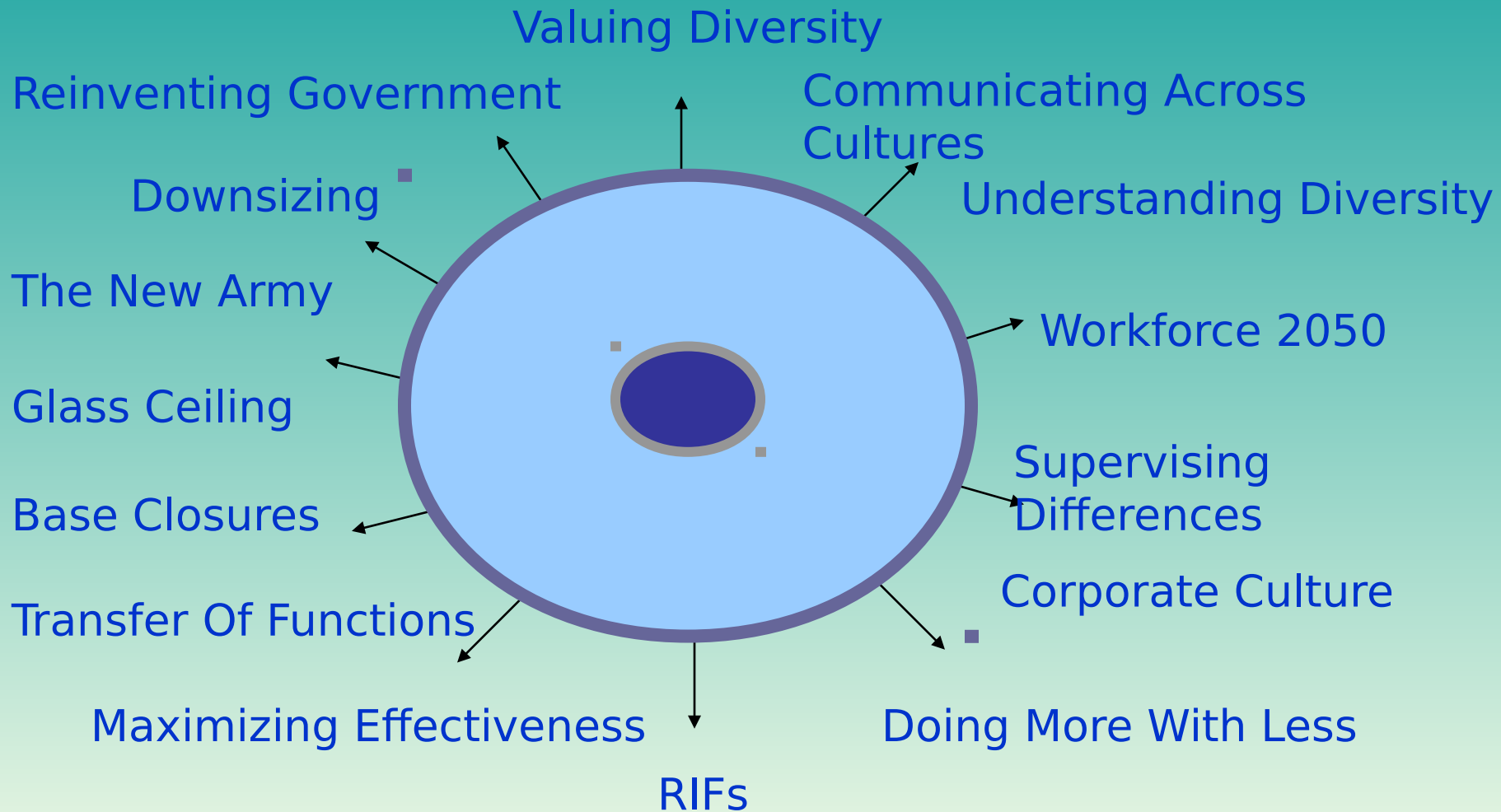
ENABLERS

- Affirmative Action
- EEO
- Outreach
- Mentoring
- Leadership Buy-in

Why Diversity Makes Sense

- ✓ A Business Imperative
- ✓ Parallels Army's EEO Vision & Goals
- ✓ Recruitment & Retention Challenges
- ✓ 'War for Talent' Engagement
- ✓ Minimizes Charges of Discrimination

THE NEW CIVIL SERVICE



The Fourth Generation

Workforce

The Matures

- ▣ Born 1930's - 1940's; age 56 to 70
- ▣ Fully immersed into the work force
- ▣ Downshifting toward retirement

Motivators:

- ▣ Cradle to grave job security
- ▣ Ability to maintain modest lifestyle
- ▣ Value time, health, peace of mind

The Baby Boomers

- ▣ Born 1946 - 1964; age 37 to 55
- ▣ Largest demographic group
- ▣ Experienced downsizing, restructuring & early retirement

Motivators:

- ▣ Making more money
- ▣ Having more responsibility
- ▣ Acquiring more status, prestige, power

Generation X

- ▣ Born 1965 -1975; current age 26 to 36
- ▣ Fully immersed in workforce
- ▣ Career exploration - not loyalty focused

Motivators:

- ▣ Mentoring & coaching
- ▣ Flexibility
- ▣ Training opportunities
- ▣ Continuous personal growth

The Millennials

- ▣ Born 1976 - 1985; current age 16 - 25
- ▣ Many just entering the workforce (entry level positions)
- ▣ Technology savvy

Motivators:

- ▣ Technology driven
- ▣ Challenging work that is not menial or below perceived level of competence
- ▣ Mentors

AA v. EEO v. DIVERSITY

Affirmative Action

Takes positive, legal action to overcome discrimination.
Necessitated by discrimination.
Mandated by executive orders & judicial decisions.

Desired Outcome

...temporary actions and remedies are taken to overcome discrimination and employment barriers. The workplace begins to reflect the population served.

Equal Employment Opportunity

Provides open & fair consideration to all.
Necessitated by past history of discrimination.
Mandated by law.

Desired Outcome

a workplace free of discrimination with equal opportunity for all.

Diversity

Recognizes & values differences.
Organization views & accepts differences as assets.
Voluntary pro-active tool for managing heterogeneous.

Desired Outcome

...leadership, productivity, & quality work is obtained from a heterogeneous workforce.

ARMY'S MCRP PROGRAM

Army's Requirement

A MCRP will be established at each level of command to address opportunities in employment, contracting, resource exchange, and college relations.

- ✓ Develop committees or task forces
- ✓ Provide resources and support to develop viable successful partnerships

MCRP Goals

- Establish a MCRP team or task force
- Identify minority colleges and universities to develop mutually beneficial opportunities with.
- Establish and maintain a liaison with identified schools that have mutual interests and capabilities to exchange.
- Report MCRP activities to DA
- Coordinate civilian recruitment efforts

MCRP Objectives

- Implement Presidential Executive Orders
- Institutionalize a Minority College Relations Program
- Attract and Retain Faculty & Students
- Formulate and Maintain Partnerships/Collaborations
- Hire Faculty and Students
- Exchange Resources

residential Executive Order

- EO 12876 - Historically Black Colleges and Universities; 1 Nov 1993.
- EO 12900 - Educational Excellence for Hispanic Americans; 22 Feb 94.
- EO 12928 - Promoting Procurement with Small Business Owned and Controlled by Socially and Economically Disadvantaged Individuals, Historically Black Colleges and Universities, and Minority Institutions; 29 Sep 94.
- EO 13021 - Tribal Colleges and Universities; 19 Oct 96.
- EO 13096 - American Indian and Alaska Native Education; 6 Aug 98.
- EO 13125 - Increasing Participation of Asian Americans and Pacific Islanders in Federal Programs; 7 Jun 99.

Program Elements

➤ Contractual Agreements

- Employment

- Workshops

- Research and Development Projects

- ROTC: Reserve Officer Training Corps

Initiatives

- Business Cluster Memberships
- Summer Faculty Programs
- Workforce Recruitment Programs
- Data Source
- Grants/scholarships
- Members Of The Senior Executive Service (SES) Interest and Commitment

Initiatives

(cont'd)

- Surplus Equipment Program
- Kiosk Placements
- Cultural Education/resource for Special Emphasis Programs
- Connect A School With An Army Entity
- ROTC (Reserve Officer Training Corps)

**Please visit the
EEOA Webpage
at:**

[www.eeoa.army.pentagon.
mil](http://www.eeoa.army.pentagon.mil)